

UP TO 90 DATES ANTICIPATED...

Gorgeous Ladies Of Wrestling Tour Slated For January Debut

By CANDICE CARMEL

Gorgeous Ladies of Wrestling (GLOW) is taking its show on the road. The nationally syndicated television program will be expanding its program by going on a full-fledged tour for the first time in January.

"This is our fourth year in syndication, and we're being carried on 375 stations, up from 50 markets when we started," said Bill Wolfe, director of live events and bookings. "We want to launch a live tour, especially in areas where female wrestling has never been (presented). This has not been done before at this level with female professional wrestling."

Last year, a mini-tour of 25 dates was done to test out the waters, and it seems to be worth the dive.

Wolfe anticipates playing 60-80 dates in the U.S. and eight to 10 in Canada in the upcoming tour, which will run through April or May.

"We're in the process of booking dates and testing markets. We had a bout on Nov. 4 at Joe Louis Arena (Detroit, Mich.) that went very well," he said.

There are 18 dates tentatively scheduled in California, where the tour will kick off, with others in the Southwest, Southeast, East, Midwest, and Western Canada.

"This is the first time we'll be going into Canada — there has been a lot of interest there," Wolfe said.

The 32 female wrestlers travel as a self-contained unit with their own 50-foot by 50-foot ring, referee and announcers. Local celebrities are invited to be guest referees or announcers as well.

Wolfe is pitching Bruce Springsteen to be a celeb referee at a New Jersey date. "He loves wrestling," he said. Former President Reagan has also been extended an invita-

tion to serve as announcer at the tour opener in California.

The wrestlers travel either by plane or on three custom buses that sleep 20 each. The crew of four travels with the truck transporting the ring, costumes and other equipment.

"Our biggest concern is young people," said Wolfe. "We're also involved in an anti-drug campaign.

Hollywood, one of our wrestlers, talks to kids through public service announcements we run on all our televised shows."

Merchandise takes the form of mail order on screen and at live events. Three styles of logo T-shirts are presently sold, and plans are to expand the line to include hats, sweatshirts, warm-up suits, and home video.



RFP'S OUT FOR PRIVATE MANAGEMENT — Chris Fessler, right, Salt Palace, Salt Lake City, Utah, tells Kurt Rogerson, Mid-Hudson Civic Center, Poughkeepsie, N.Y., that requests are out for private management proposals for the Salt Palace. A selection is expected by July 1, 1990. In February or March, Utah voters will decide on liquor by the drink sales. (AB Photo)

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